

'Soho Youth Club' Gives Back to Underprivileged Children With Clothing Collections

By: Micaela Udell



Courtesy of Soho Youth Club

In the heart of quarantine this past August, Brett Gray spent his time wisely, by combining his passions for entrepreneurship and philanthropy. He created “Soho Youth Club,” a clothing company with a mission to educate and give back to underprivileged children, and doing so through releasing purposeful clothing collections. Clothing sales are dropped for 48 hours and proceeds from these sales are used to fund their initiatives. Due to the limited time of availability of the products, each article of clothing is unique and in high demand.

Brett Gray is a sophomore at the University of Michigan, from Cold Spring Harbor, NY and is a student in the Ross School of Business. He created this company with the sole purpose of giving back to those less fortunate.

Gray describes how his inspiration for Soho Youth Club began with him being an entrepreneur growing up and throughout high school: “I was really self taught. I was inspired by my father and my grandfather, who were business partners in a business that they had created themselves.”

Soho Youth Club’s first collection in August focused on the process of tie dying. This activity became quite popular in quarantine, as people were in search of any way to pass the time. During this dreary period, people faced many hardships and Soho Youth Club wanted to provide an activity for those to de-stress. They partnered with the Boys & Girls Clubs of Oyster Bay- East Norwich to create a virtual workshop to teach children the tie dyeing process. The kids were given a Soho Youth Club T-shirt and dye, which they uniquely tie dyed themselves. In conjunction with the donations, Soho Youth Club released limited edition hand-dyed hoodie sweatshirts.



Courtesy of Soho Youth Club

For Thanksgiving, Soho Youth Club teamed up with Long Island’s leading food bank, Island Harvest and dropped a line of hand-dyed sweatpants. They presented their first Thanksgiving food distribution, giving out a variety of fresh produce to students and families of

the Wyandanch School District. The profits from these one-of-a-kind sweatpants were used to purchase food for these underprivileged families.

In light of the holiday season, Soho Youth Club has recently funded a toy drive for underprivileged children. They purchased thousands of dollars worth of toys for Global Tech Academy, an underprivileged school in Ypsilanti, Michigan. Soho Youth Club was accompanied by the Michigan Men's Basketball team to help distribute toys, and together they delivered gifts for over 100 students.



Courtesy of Soho Youth Club

Soho Youth Club has been wildly successful since its launch this summer, which has allowed for their beneficial philanthropic initiatives this fall. Gray states, “the amount of money I make at the end of the day is really irrelevant, as long as I know that people are being helped.”

Follow @sohoyouthclub on Instagram to stay up to date with new clothing drops and each diverse initiative that Soho Youth Club works with. Also, keep an eye out for Soho Youth Club beanies, which are being released later this month.